

Amendment After Final Rejection
Serial No. 09/745,339

Docket No. US000396

IN THE CLAIMS:

1-3 (Cancelled)

4. (Previously Presented) A method of accessing a multimedia advertisement linked with a video object in a video stream, the method comprising:

linking a multimedia advertisement to a video object in a video stream such that the multimedia advertisement is not displayed as part of the video stream without being accessed by a viewer of the video stream;

displaying the video object on a display;

accessing, upon viewer request, the multimedia advertisement linked to the object while the object is displayed, thereby causing the multimedia advertisement to be displayed in a multimedia format on the display;

delineating the video object before linking the advertisement to the video object such that the video object is selectable independently of any other video objects in the video stream, wherein the multimedia advertisement comprises data and the method further comprises extracting at least a portion of the data in the displayed multimedia advertisement after the multimedia advertisement is accessed, and placing the extracted data in a data file separate from the video stream.

5. (Previously Presented) The method of claim 4, wherein the video stream comprises a second object linked to a second multimedia advertisement, the method further comprising preparing a summary of at least the first and second multimedia advertisements.

6. (Previously Presented) The method of claim 5, further comprising selecting a multimedia advertisement from the prepared summary, and extracting purchasing information from the multimedia advertisement to enable the purchase of the video object linked to the multimedia advertisement.

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7. (Previously Presented) The method of claim 5, further comprising preparing a summary of the video stream comprising information, other than the multimedia advertisement, that is descriptive of the video stream.

8. (Previously Presented) The method of claim 4, further comprising extracting searchable information from the displayed multimedia advertisement after the multimedia advertisement is accessed, and feeding the searchable information into a search engine to perform a search.

9. (Previously Presented) The method of claim 4, further comprising bookmarking the displayed multimedia advertisement to create a bookmark to the multimedia advertisement.

10. (Previously Presented) The method of claim 4, further comprising creating a user profile for the viewer indicating a type of multimedia advertisement of which the viewer wishes to be aware, and alerting the viewer when the object is linked to the indicated type of multimedia advertisement.

11. (Previously Presented) The method of claim 4, further comprising creating a user profile for the viewer indicating a type of multimedia advertisement to which the viewer wishes to have access, downloading the video stream before displaying the video object on the display, and only downloading the multimedia advertisement if the multimedia advertisement is of the indicated type.

12. - 14. (Canceled)

15. (Previously Presented) A system for accessing a multimedia advertisement linked to a video stream comprising:

a video stream comprising a video object to be displayed;

a multimedia advertisement linked to the video object, the multimedia advertisement being displayed only upon viewer request;

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a display for displaying the video stream;

means for accessing the multimedia advertisement while the object is displayed during the displaying of the video stream to cause the multimedia advertisement to be displayed in a multimedia format; wherein the multimedia advertisement comprises data, and the system further comprises means for extracting at least a portion of the data after the multimedia advertisement is accessed, and a data file separate from the video stream comprising the extracted data, further comprising: a second object, a second advertisement linked to the second object, and a summary of at least the first and second advertisements.

16. (Previously Presented) The system of claim 15, wherein the multimedia advertisement comprises searchable information, and the system further comprises means for extracting the searchable information from the displayed multimedia advertisement after the multimedia advertisement is accessed, and means for feeding the searchable information into a search engine to perform a search.

17. (Previously Presented) The system of claim 15, further comprising means for bookmarking the displayed multimedia advertisement to create a bookmark to the multimedia advertisement.

18. (Previously Presented) The system of claim 15, further comprising a user profile for the viewer, indicating a type of multimedia advertisement of which the viewer wishes to be aware.

19. (Previously Presented) The system of claim 15, further comprising means for preparing a summary of the video stream comprising information, other than the multimedia advertisement, that is descriptive of the video stream.

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20. (New) A method for accessing a multimedia advertisement comprising:

linking said multimedia advertisement to a video object in a video stream such that the multimedia advertisement is not displayed as part of the video stream without being accessed by a viewer of the video stream, said linking comprising including the multimedia advertisement in an object node within scene description in said video stream;

displaying, from the linked video stream, the video object on a display; and

accessing, upon viewer request, the multimedia advertisement linked to the object while the object is displayed, thereby causing the multimedia advertisement to be displayed in a multimedia format on the display.

21. (New) The method of claim 20, further comprising delineating the video object before linking the advertisement to the video object such that the video object is selectable independently of any other video objects in the video stream.

22. (New) The method of claim 20, wherein the multimedia advertisement comprises data and the method further comprises extracting at least a portion of the data in the displayed multimedia advertisement after the multimedia advertisement is accessed, and placing the extracted data in a data file separate from the video stream.

23. (New) The method of claim 22, wherein said placing results from a single user pointing and clicking operation.

24. (New) A system for performing the method of claim 20, comprising respectively, for said linking, said displaying and said accessing, a linking module, a displaying module and an accessing module.

25. (New) The system of claim 24, configured for, after the multimedia advertisement is accessed, automatically and without user intervention:

a) extracting searchable information from the displayed multimedia advertisement;
and

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b) feeding the extracted searchable information into a search engine to perform a search.

26. (New) The system of claim 25, wherein the extracting of the searchable information includes extracting a keyword for subsequent said feeding into said search engine.